

City Council Work Session

November 8, 2021

Greenville Development Code Confirmation of Direction



czbLLC



Ingalls
Planning &
Design

CODE STUDIO

Code Studio



Weston
Consulting, Inc.

MRB | group

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Purpose

- Confirm overall direction
- Conceptual framework
- *Permission to draft*, based on concepts
- Discussion and Questions



Key Alignments for New Development Code

Key Alignment 1:

The new code will implement GVL2040 with clear policy direction and clear policy consistency conveyed throughout

Key Alignment 2:

The new code will implement GVL2040 by putting concepts into action

Key Alignment 3:

The new code will be informed by existing small area plans AND 3 new "test area" plans

Key Alignment 4:

The new code will be a By-Right code reflecting "This is what the community can say 'yes' to"



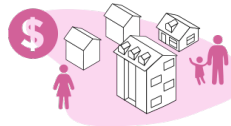
Key Alignment 1:

The new code will implement GVL2040 with clear policy direction and clear policy consistency conveyed throughout

Agreement with GVL2040 and what it really entails:



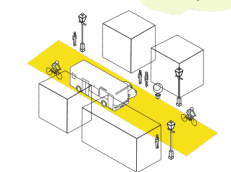
Nodes and Corridors absorb demand and development



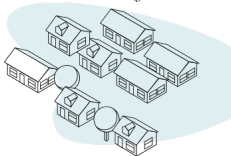
Affordable Housing achieved across the city



Consolidated and linked **Open Space** achieved across the city



Multi-modal corridors across the city

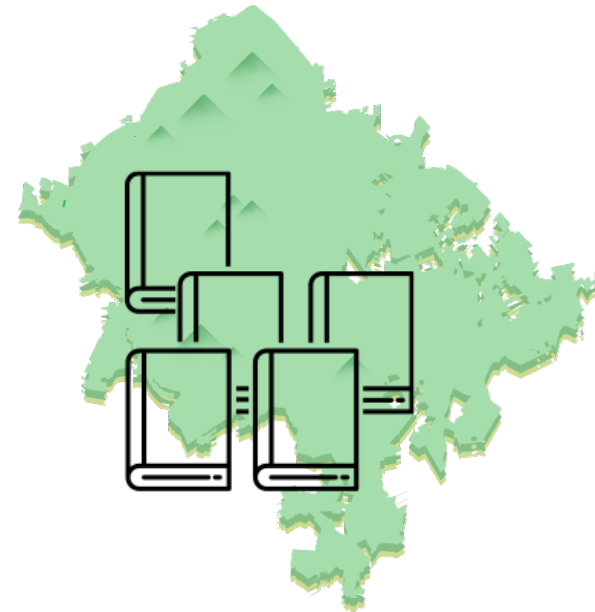


Respecting character of existing neighborhoods



Facilitating **economic development** opportunities

Existing and ongoing plans provide direction for new districts



- **Downtown Master Plan**
- **South Downtown Master Plan**
- **West End and Village of West Greenville Small Area Plans**
- **Basics of Unity Park Code**
- **Wade Hampton Plan**
- **Swamp Rabbit Trail Extension Master Plan**
- **Other Relevant Neighborhood Plans**



Key Alignment 2:

The new code will implement GVL2040 by putting concepts into action



Create new districts that code for adopted plans and the types of places Greenville wants

Shift from suburban to urban

- Urban densities and heights
- Pedestrians are a privileged class

Develop regulations to better support the existing character and reduce barriers to redevelopment

Generally maintain existing delineation of residential and commercial areas



Key Alignment 2:

The new code will implement GVL2040 by putting concepts into action

Nodes & Corridors

- **Nodes:** serve as new growth centers with a mix of uses with denser residential at a range of scales
- **Deep Site Corridors:** smaller nodes or places with internal street grid, not necessarily walkable along corridors
- **Shallow Site Corridors:** walkable along existing corridors



Deep Site Corridor
Laurens Road



Shallow Site Corridor
Augusta Street



Key Alignment 2:

The new code will implement GVL2040 by putting concepts into action

Affordable Housing

Existing Neighborhoods (majority single-family):

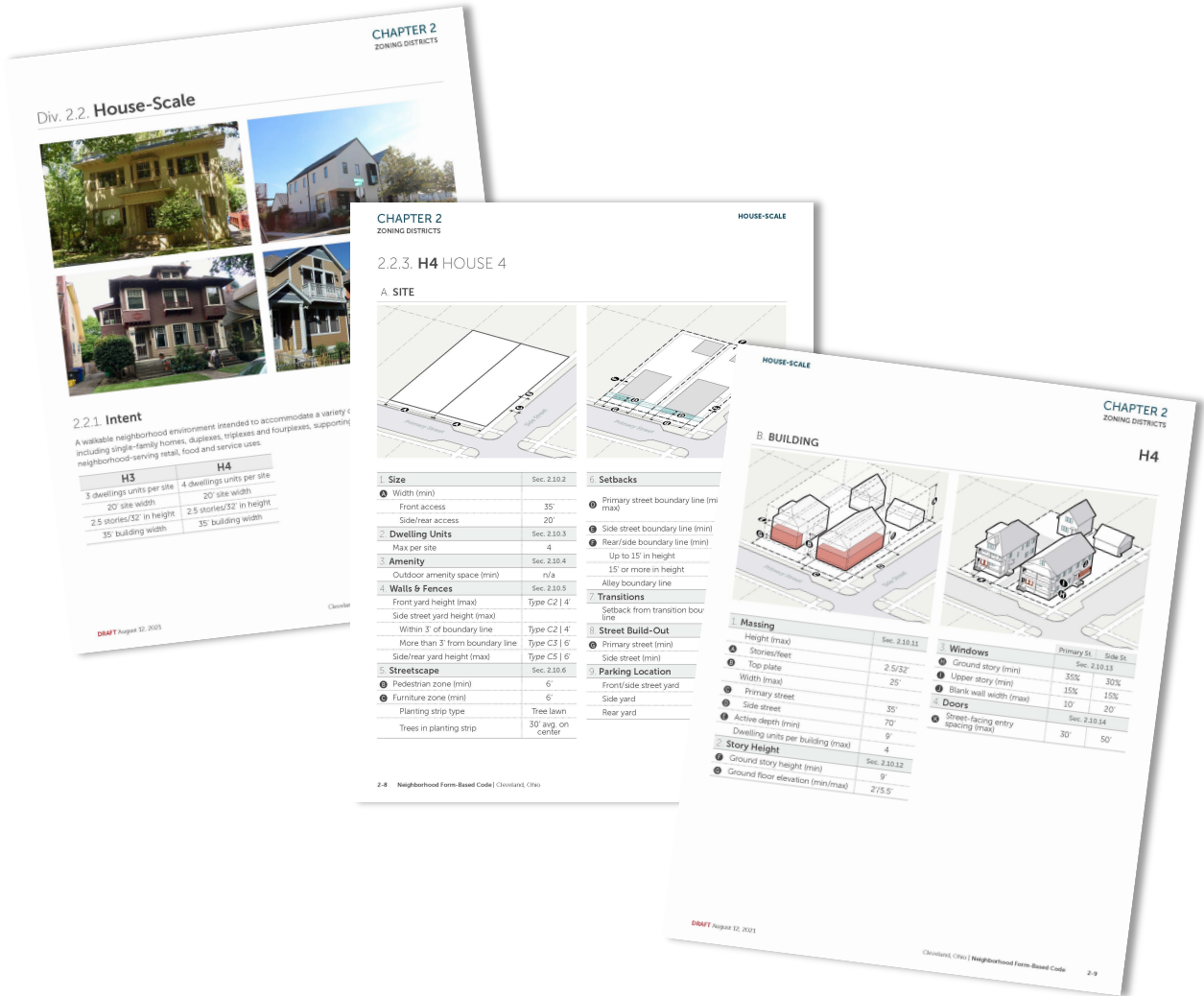
- Allow ADUs
- Improve bulk, massing, form, and pedestrian standards for residential uses to reflect existing character of neighborhoods

Middle Scale Residential Uses:

- *House-scale district:* 2 to 6 units per lot
- *Middle-scale district:* 6 to 12 units per lot

Multifamily Uses:

- Replace multifamily densities (units per acre) with height, form, and frontage requirements
- Add affordable housing incentives or bonuses





Key Alignment 2:

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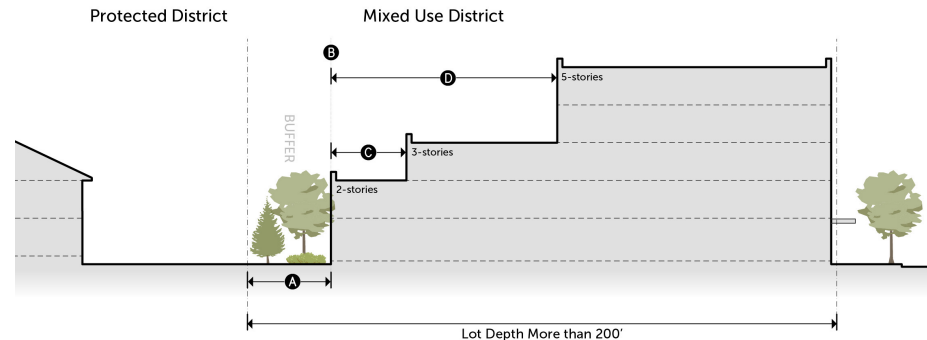
Neighborhood Character Compatibility

Buffers and Screening:

- Include buffers that screen non-residential uses from single-family uses
- Use on-site stormwater as buffers between uses

Mass and Scale:

- Set back upper stories of buildings when adjacent to single-family



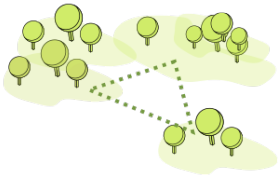


Key Alignment 2:

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Open Space & Environment

- **Subdivisions and master planned communities:** create usable open space requirements
- **Urban infill:** create pedestrian-oriented amenity requirements
- **New tools:** preservation through offset requirements, bonuses, incentives



Usable Open Space
Ruskin Square



Pedestrian Amenity
Village of West Greenville

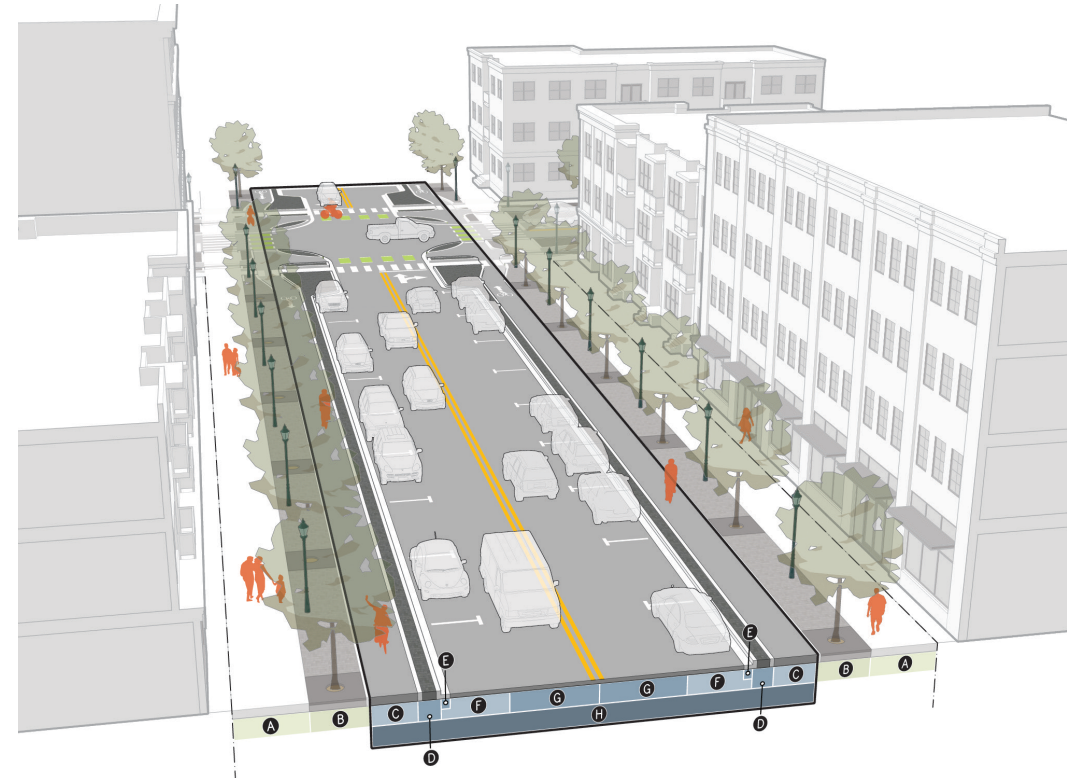


Key Alignment 2:

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Transportation & Mobility

- **Parking:** right-size parking requirements
- **Connectivity:** add connectivity requirements for new development (block size, parking lot screening, streets and pedestrian amenity standards)
- **Bike network:** expand bike network
- **Transit:** anticipate and support needs





Key Alignment 3:

The new code will be informed by existing small area plans AND 3 new “test area” plans

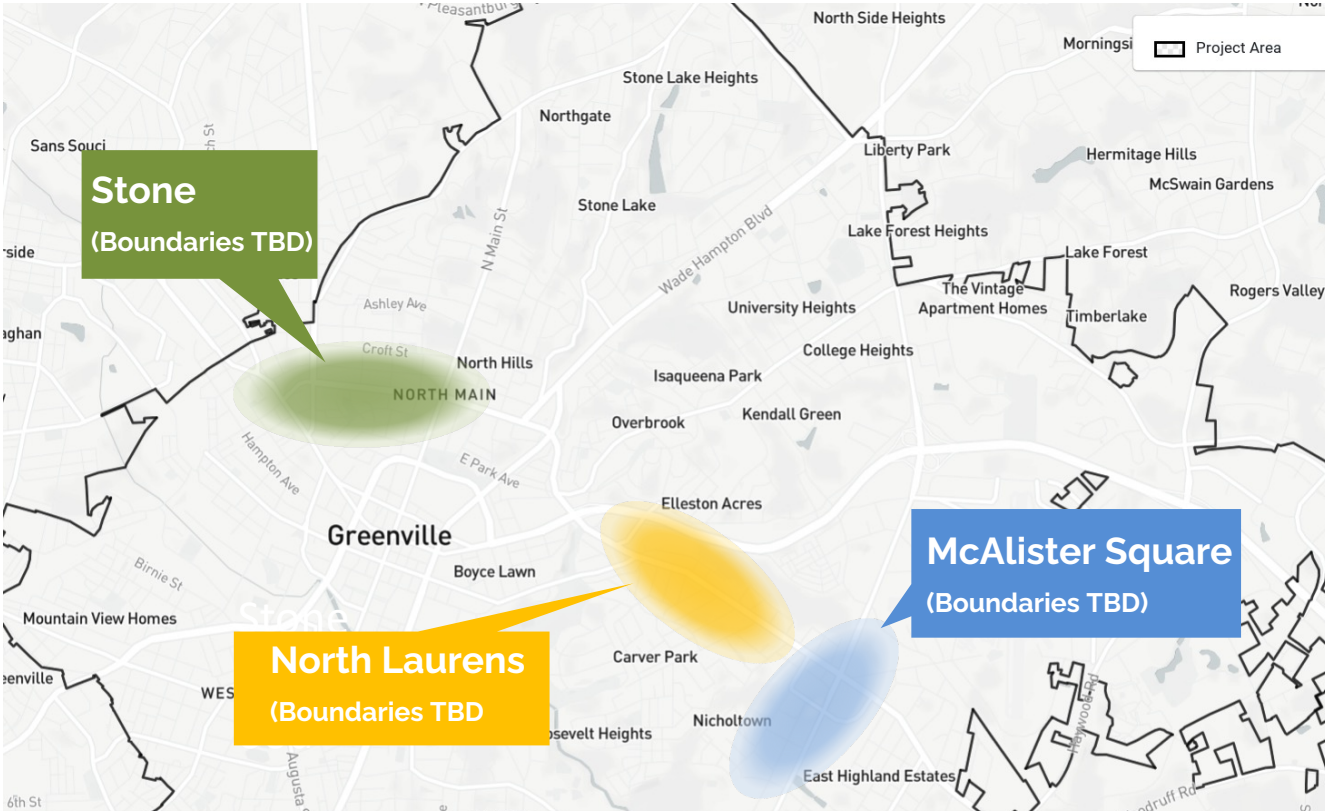
Existing and ongoing plans

For example:

- Downtown Master Plan
- South Downtown Master Plan
- West End and Village of West Greenville Small Area Plans
- Basics of Unity Park Code
- Swamp Rabbit Trail
- Wade Hampton Blvd.
- Relevant Neighborhood Plans



Three new small area plans





Key Alignment 4:

The new code will be a “By-Right” code reflecting “This is what the community can say ‘yes’ to”



Improve the review and approval processes

- Review thresholds for site plan review
- Clarify which departments are responsible for site plan review and align standards between engineering, planning, and subdivisions

Provide a more accessible and user-friendly code

- Make language more user friendly
- Modernize the look and feel
- Design for print and digital formats

Reduce unknowns; more predictable outcomes

- Reduce reliance on special districts such as Planned Developments
- Zoning districts to include basic design and form standards so that design review is not necessary everywhere, and existing character is supported

Next Steps

- **Begin outlining revised code**
- **Scope and schedule area planning processes**
- **Recruit area planning advisory groups**
- **Engage Planning Commission and Design Review Board**
- **Return to Council with update in late Winter**

Discussion



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